

## ABSTRACT

A method and apparatus are provided for creating and managing portable user preferences for personalized media consumption. According to one embodiment of the present invention, a set of user information is captured and stored on a portable medium, such as a smart card, compatible with various media devices. Such use of a portable medium makes the information accessible to multiple devices. Finally, the portable medium may be used to tailor user preferences according to the device chosen by the user, and may be dynamically updated as user preferences change.

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